



Crescendo 2023

All Sessions 5:30 to 7:30 PM at the New Orleans Jazz Museum *unless otherwise indicated.*

Lead Presenters: Lou Hill and Briana Whetstone

All sessions are free. Please RSVP via EllaNola.org

Tuesday September 26: Intellectual Property for Musicians

- Copyright, Trademark and Patent, and their differences.
- Enforcing your Intellectual Property.
- The Difference between Published and Unpublished Works.
- The Registration Process and Recent Developments from the Copyright Office.

Tuesday October 3: Publishing and Revenue Streams

- What Publishing Is and How Publishing Revenue Works
- Publishing Companies and what they do.
- Basic Terms of Publishing Deals
- How to Use Someone Else's Publishing Rights
- Controlling Your Image

Tuesday October 10: Working with Labels, Master Recordings and Record Deals.

- What Masters are – Sound Recording Copyright and what is covered by this
- What Rights are Included in Sound Recording Copyright
- Common Revenue Streams from Masters
- Record Labels & what they do
- Basic Terms of Record Deals
- How to Use Someone Else's Master Rights (for a film/TV synch, or for sampling)

Tuesday October 17: Streaming Royalties and Performing Rights Organizations.

- Royalties Derived from the Public Performance Right ("Performance Royalties")
- Publishing – full public performance right (conventional formats + internet streaming)
- PROs: what they are, who they are, how to sign up and register works,
- Royalties Derived from the Reproduction & Distribution Rights)
- Sales of physical copies and digital downloads
- Music Modernization Act

Tuesday October 24: Music Contracts, Band Agreements, and Music Management

- Contracts: band agreement, session musicians work for hire, venue agreements
- Pre-Release paperwork
- Contracts: co-writer agreements and/or split sheets
- Common band/artist business models
- Management: when's the "right time" to get a manager

Wednesday November 1: Festivals and Finances-guest speakers Jason Doyle, New Orleans Jazz & Heritage Foundation and Harmony Street Society

- Marketing/branding & live performance:
- Booking tours/ Working with Festivals
- Merchandise
- Accounting for Musicians

Tuesday, November 7: Releasing, Pitching, and Monetizing Your Music.

- Releasing Your Music as an Independent Artist
- Pitching Your Music to Record Labels & Publishers:
- Monetizing Your Music, After It's Released.
- Artificial Intelligence and what's coming next